

Title: "METHOD FOR ESTIMATING THE EFFECT OF
CHARACTERISTICS ON PRODUCT PREFERENCE AND/OR
CONCEPT PERFORMANCE"
Inventors: William E. Harvey et al.
Serial No.: 10/020,637

Docket No.: 17373

PREFERENCE FACTORS	CUMALATIVE PREFERENCE FACTORS	RESULT
BASE PREFERENCE	BASE PREFERENCE	BASE PREFERENCE
DOWNSIDE	BASE PREFERENCE + DOWNSIDE	ATTAINED OVERALL PREFERENCE
UPSIDE	BASE PREFERENCE + DOWNSIDE + UPSIDE	BEST PREFERENCE
NOT REACHABLE	BASE PREFERENCE + DOWNSIDE + UPSIDE + NOT REACHABLE	TOTAL POSSIBLE PREFERENCE=100%

FIG. 1



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Hypothetical Upside/Downside Plot

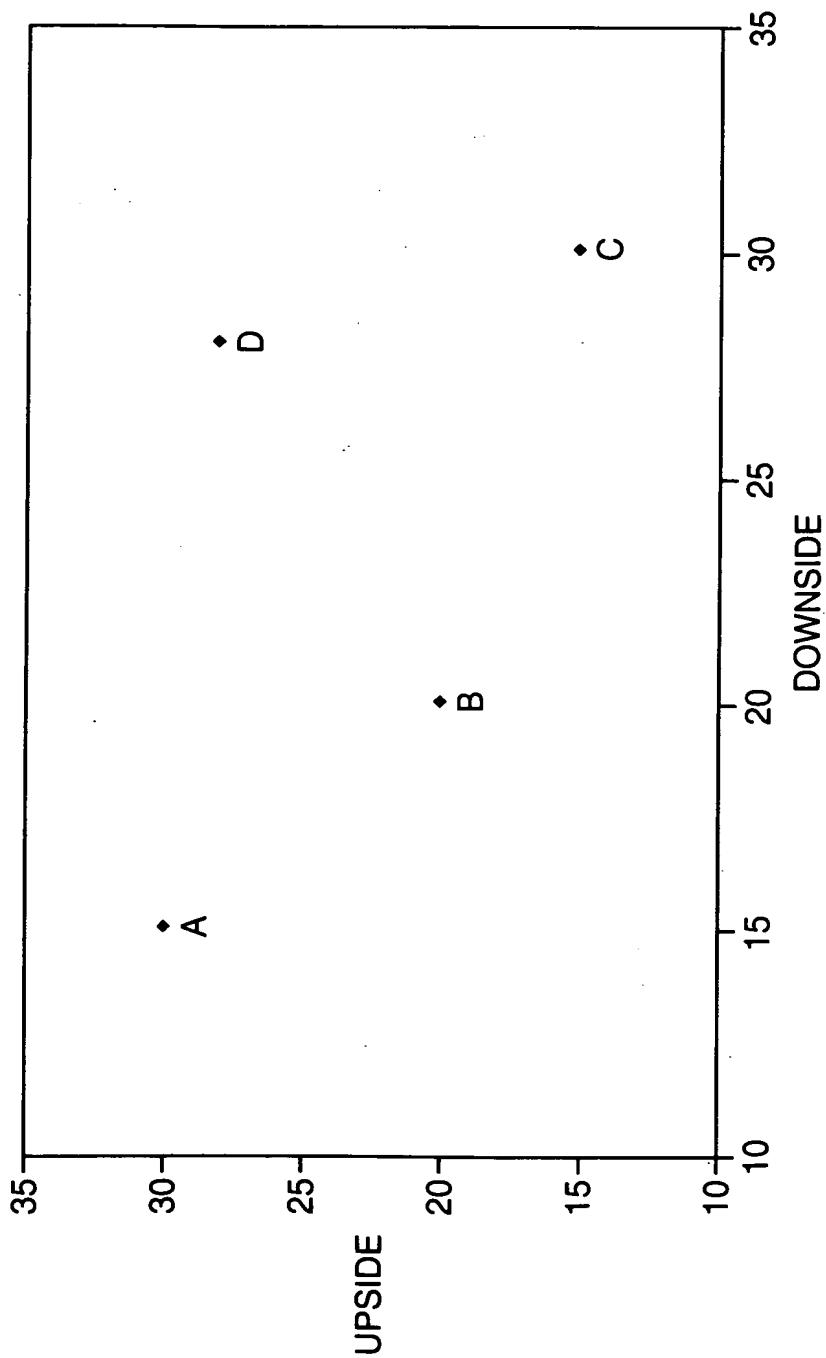


FIG. 2



TEST PRODUCT

UPSIDE/DOWNSIDE

	<u>BASE PREFERENCE</u>	<u>DOWNSIDE</u>	<u>UPSIDE</u>	<u>BEST</u>	<u>NOT REACHABLE</u>	<u>ATTRIBUTE PREFERENCE</u>
	%	%	%	%	%	%
(NOTE: ATTRIBUTES ARE SPECIFIC TO EACH TEST)						
BETTER QUALITY	26	29	41	96	4	42
KEPT YOU DRIER	31	24	37	92	8	40
BETTER FIT OVERALL	26	29	36	91	9	45
MORE COMFORTABLE	32	23	36	91	9	38
FELT SECURE	16	39	35	90	10	53
EASY ON/OFF	47	8	33	88	12	20
BETTER PROTECTION	23	32	32	87	13	50
FEEL LIKE UNDERWEAR	36	19	30	85	15	38
LOOK LIKE UNDERWEAR	41	14	28	83	17	34
FIT AT LEGS	43	12	26	81	19	31
MORE ABSORBENT	25*	30*	25	80	20	54
FIT AT WAIST	34	21	24	79	21	47
LESS NOTICEABLE	49	6	20	75	25	23

TEST PRODUCT

OVERALL PREFERENCE % 55

* = CAUTION: SMALL BASE (N<=30) USED IN CALCULATION

FIG. 3A



CONTROL PRODUCT

UPSIDE/DOWNSIDE

	BASE PREFERENCE		DOWNSIDE		UPSIDE		BEST	NOT REACHABLE		ATTRI-BUTE PREFERENCE	NO PREFERENCE ON ATTRI-BUTE
	%		%		%		%	%		%	%
(NOTE: ATTRIBUTES ARE SPECIFIC TO EACH TEST)											
BETTER QUALITY	17		18		58		93	7		23	35
KEPT YOU DRIER	24		11		39		74	26		23	38
BETTER FIT OVERALL	12		23		44		79	21		35	20
MORE COMFORTABLE	12		23		47		82	18		33	29
FELT SECURE	12		23		56		91	9		29	18
EASY ON/OFF	24		11		34		69	31		24	56
BETTER PROTECTION	17		18		49		84	16		27	23
FEEL LIKE UNDERWEAR	16		19		41		76	24		32	30
LOOK LIKE UNDERWEAR	23		12		26		61	39		32	34
FIT AT LEGS	21		14		29		64	36		33	37
MORE ABSORBENT	21*		14*		47*		82*	18*		23	23
FIT AT WAIST	20		15		41		76	24		28	26
LESS NOTICEABLE	30		5		15		50	50		23	53

CONTROL PRODUCT		NO OVERALL PREFERENCE	
%		%	
OVERALL PREFERENCE		10	

* = CAUTION: SMALL BASE (N<=30) USED IN CALCULATION

FIG. 3B